THE MINISTER OF STATE IN THE MINISTRY OF URBAN DEVELOPMENT (SHRI DALBIR SINGH): The construction work of two shopping centres in Block 'B' and 'E' Prashant Vihar, is likely to start by 15th January 1986.

Drinking water scarcity in Rajasthan

2553. SHRI DHULESHWAR MEENA: Will the Minister of AGRICULTURE be pleased to state:

(a) whether Government are aware that some district in Rajasthan like Ajmer, and Bundi are at present in the grip of acute scarcity of drinking water;

(b) if so, what provision has been made for the supply of drinking water to the water scarcity areas in Rajasthan during the Seventh Five Year Plan; and

(c) what assistance Government propose to render presently to Rajasthan in the matter of water supply in Ajmer and Bundi areas particularly in the rural areas?

THE MINISTER OF STATE IN THE DEPARTMENT OF RURAL DEVELOPMENT (SHRI CHANDULAL CHANDRAKAR): (a) According to the recent memorandum submitted by the Government of Rajasthan in October, 1985 the district of Ajmer and Bundi have been affected by drought.

(b) and (c) Water supply is a state subject. Rajasthan has a provision of Rs. 150 crores for the provision of drinking water under the Minimum Needs Programme in the Seventh Five Year Plan.

The Central Government assists the States in providing safe drinking water in the rural areas under the Centrally Sponsored Accelerated Rural Water Supply Programme (ARP). During the current year Rajasthan has been given Rs. 27.32 crores under this programme.

Rajasthan has also been given Rs. 8.57 crores as Central assistance for drinking water in drought affected areas during the current year 1985-86. In addition, Government of India have also decided to sanction Central assistance for one hundred water tankers and ten fast drilling rigs.

TV rates for sponsored programmes

2554. SHRI DHULESHWAR MEENA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what is the rate for TV spots in the case of sponsored programmes;

(b) the number of advertisers at present on the waiting list for allotment of TV time for sponsored programme and the manner for which it is proposed to meet their demands; and

(c) whether any survey of TV programme viewership in case of various sponsored programme has recently been conducted; if so, what are the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) A statment is encolsed.

(b) No. of requests pending for sponsorship is as follows:—

For National Network	20
For DDK Calcutta	5
For DDK Lucknow	8

(c) An all India Survey was conducted at 10 centres in March, 1985. The survey indicated that sponsored programmes in the form of serials have gained wide acceptance among the TV viewers.